

IOWAccess Advisory Council
Minutes of September 29, 1998 Meeting

Present: Diane Kolmer, Jean Rommes, Dave Arringdale, Kent Hiller, Tamara Dukes, Lowell Sneller, Herb Strentz, Jim Youngblood, Steve King, Quent Boyken, Libby Jacobs, Marsha Ternus, Judy Pawell (for Stan Kuhn), Linda Plazak, Monty Bertelli, Dennis Dietz, Susan Whitson, Gerry Bair, Joe Alber, Nancy Richardson, Dennis Guffey, Carol French-Johnson, Joe Weinman, Bob Rafferty, Diane Van Zante

Absent: Tom Shepherd, Stan Kuhn, Lorrie Tritch, Cris Plocher

1) New Council Members - Diane Kolmer introduced Steve King and Libby Jacobs. For the benefit of those who were unable to attend the first meeting, the remaining council members introduced themselves.

2) Minutes from Previous Meeting - Revised minutes from the August 27 meeting were distributed and adopted as written.

3) Demonstration of IOWAccess Network - Kent Hiller began by stating that the network actually resides at his business, Iowa Interactive. He explained how the network is connected to the Internet and to the state and what ICN's role is in the process. The vast majority of the state's data sits inside the firewall and is not accessible to the public. Kent distributed copies of two documents: a flowchart for network connectivity for the IOWAccess network, and a sheet detailing the free services and fee-based services in other states where they have a publicly accessible network.

Kent then demonstrated the IOWAccess Network via live Internet session. He identified the major categories that one can query from the homepage, talked about the search function, gave examples of the type of information that is accessible, pointed out the link to the IOWAccess projects, and indicated the method for contacting the IOWAccess Network with questions. The IOWAccess web address is www.state.ia.us.

A question was raised about fee-based services and whether or not there were any record-keeping requirements. Kent advised that Iowa Interactive is required to keep a record of what personal information is queried and by whom on all the fee-based services.

4) Policy Development and Endorsement by the Council - Our committee meetings, subcommittee meetings, etc. are subject to the open meetings and open records law. Meeting agendas should be posted, as well as the minutes. Diane Kolmer would like to see the meeting notices and minutes posted on the bulletin boards behind the Senate and House. Meeting notices should be posted at least 24 hours prior to the meeting. Postings could also be put on the web or on a bulletin board outside of Jim Youngblood's office. Refer questions on this issue to Herb Strentz.

Interaction with resource staff - Jim Youngblood suggested that we funnel all information/requests, etc. through Diane Kolmer, himself, or Diane Van Zante so that we have a central point from which information is disseminated to all members.

A suggestion was offered that when meeting minutes are revised, the amended portions be marked in a way that lets members know which portions have been changed (for ease of reviewing prior to final approval by the membership).

Jim Youngblood explained the organizational structure of the IOWAccess Advisory Council and distributed a flowchart of the structure.

5) Policy Decisions on Advertising - also see handout distributed at meeting.

At first blush, there are two main issues that need to be addressed:

Vendor Tag Lines: Vendor who develops an application and wants to identify their work via a tag line or log.

General Advertising: Endorsement of a product, similar to advertising in a newspaper.

Points to Consider:

Vendor Tag Lines: Does it look like an endorsement, does it add unnecessary clutter, or establish a precedent?

General Advertising: Does it commercialize the applications, what is public perception of advertising on a government website? Advertising dollars would be minimal, the amount of clutter would be significant.

Kent Hiller mentioned that it is possible to post a notice on the network indicating that you are "leaving" the IOWAccess network, therefore the public would know that they are no longer viewing government pages. Comments made by various members: What about sales of government goods/services, such as through the State Historical Society, the Division of Tourism, or through Prison Industries? If a non-government entity helps sponsor an event, should you allow the sponsor to advertise on the website? Some state agencies already allow advertising on their brochures, etc. (such as DNR on the hunting/fishing brochures). Is paper copy different than electronic media? Maybe we will need the money from advertising

as we move forward and consider the issue of funding the network. We need to define "advertising." One way to promote Iowa is by promoting Iowa businesses. Are there best practices that have already been established by other states? Tamara Dukes could gather the information from the other states so that we can see how it has been handled elsewhere.

Diane Kolmer suggested that Iowa Interactive pull together a report detailing other states' policies. We will revisit the issue again at the October meeting. ITS resource staff was asked to put together a white paper defining "advertising."

6) Funding Options - The original model developed by Iowa Interactive was a fee-based model which stated the following: those services which require a fee now, will continue to be fee-based; those services which are free now, will continue to be free. Subsequent to that, we received an appropriation. The original charge to the Project 1 team (Citizen Information Network) was that the IOWAccess Network would be self-sustaining so that it would continue to go forward and not risk a loss of funding. The manner in which it is self-sustaining has not yet been decided.

Bob Rafferty suggested that we have a certain amount of funding from the state (appropriation) as well as a portion of funding which comes from fee-based services.

Is this a premature discussion, since we don't have a budget yet? Dave Arringdale said that there is a proposed budget. It will take approximately \$1.2 million/year to keep the network going.

Bob said there would likely be an appropriation, from \$400K to \$800K. The rest would come from fees collected. The revenue stream from fees would be minimal at first.

Libby Jacobs explained that the original idea was that free services would remain free and, when there is a fee, the fee charged for services would remain the same or lower, but not higher than it currently is.

There is the possibility of a fee for "value-added services" (term may need clarification). She said asking for a standing appropriation would be difficult as the current chairs of the Appropriations Committees of the House and Senate do not favor standing appropriations. She would rather see the fee-based model. Some council members favor public financing (appropriation). If this is important to the state, it should be funded by the state.

Bob said we currently collect different types of fees:

Statutory fees and licenses, such as those collected by DOT and the Secretary of State's office. The Iowa code specifically states what the fee is. The money doesn't go back to the agency, it goes to the general fund.

Recovery of costs - some agencies are allowed to recover their cost for a service, but formerly were not allowed to recover more than the cost. This changed with legislation passed earlier this year which now allows an extra fee to be charged if the service is enhanced.

Steve King would like to see models from the other states as to what they're charging and how that's working.

For the next meeting, we need a compilation of what the other states are doing in regard to fees. Under what circumstances can fees be set? Also, by category, what fees are these services generating?

7) Audit Options - Upon further deliberation, it was decided not to add someone from the Auditor's Office as it may create a conflict of interest later if they are called upon to audit us.

The peer audits (both financial and technical) would most likely be conducted by parties from another state.

8) By-Laws - see handout of "draft" by-laws distributed at meeting.

Quent Boyken has been working on this. The IOWAccess Advisory Council By-Laws have been modeled after Iowa Geographic Information Council (IGIC) by-laws. IGIC was also established through an executive order.

Quent highlighted the portions that need further thought or revision. We will review the document and discuss it again at the next meeting.

9) Announcements and Wrap-Up -

- * All information distributed to the Council should be routed through ITS for continuity.

- * There will be a reception on November 12 to kickoff IOWAccess. More details later.

- * Several IOWAccess projects were carried forward to the Advisory Council. The current chairs are available to continue with their projects.

- * An updated membership list was distributed.

- * Suggestions for Additional Recipients of Council Minutes: Legislative Leadership and fiscal people, Gretchen Tegeler, the Oversight Committee, Ombudsman, Citizen's Advisory Council members.

Agenda items for the next meeting on October 27, beginning at 9:00 a.m.:

Advertising

Funding - Fee-based vs. Appropriation

By-Laws
Web Standards
Proposed Budget

ITS will try to get all the documents that will be discussed at the next meeting out to the Council members prior to the meeting.